Fulfillment Information Form and P.O. Box Request

Us this form to provide the basic required information about a program. Upon receipt of complete information, a P.O. Box number will be assigned.

Prepared By: M. MAGGIO

Date Ordered: 3/27/95

FIM Marketing and Bar Code should be sent to:

Name: ____________________

Address: ____________________

Company Name: ____________________

City/State/Zip Code: ____________________

Required Program Information: Provide ALL of the information requested below.

Brand: MERIT

Program Name/Description: MERIT JUNE DEFENSIVE PROGRAM

Program Drop Date: 6/15/95 Program Expiration Date: 9/30/95 Total Redemption Rate: See Attach

Type of Inbound Mail:
- [x] Consumer Pays Postage
- [ ] BRC
- [ ] BRE - 1 oz. or less
- [ ] BRE - 2 oz. or less (more than 1 oz.)

Consumer Package to be Sent:
- [x] Third Class
- [ ] UPS

Total Circulation: 1 MM

Distribution: On Page ☐ Tip-In ☐ Other ☐

Method	Circ.	Est. Redemp.	P.O. Box Assigned	Source Code	~~Magazine Name~~	Circ.	Est. Redemp.	P.O. Box Assigned	Source Code
Direct Mail	1 MM		8123	A	Ultra Loyal				
FSIs			"	B	Loyal				
On Pack			"	C	Vulnerable				
On Carton			"	D	Unknown				
1 - 800			"	E	Competitive				
POS									
Other									

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Use the following address for consumer responses:

MERIT COOLER OFFER
P.O. Box 8123
DOVER, DE 19905-8123

Use the following address for undeliverable mail:

Prepared By: ____________________

Date: ___/___/___

Brand Manager: ____________________

Project Code: ____________________

A separate Page 2 is Required for EACH Fulfillment Item Offered

#4002 FRONT
PM USA/REV. 5/94

Source: https://www.industrydocuments.ucsf.edu/docs/lmnm0004

Fulfillment Information Form and P.O. Box Request

Date: 3/22/95

Program Name/Description: Merit Juice Decanter

Fulfillment Item Information: Required for all Programs. Please answer all questions.

Fulfillment Item Description: Merit - Lemonade Set

Total Number of Items Offered in this Program: 3

Estimated # of Consumer Orders: 126,117 (each)

Initial Qty, Ordered from Supplier: TBD

Anticipated Delivery Date of Fulfillment: 2/1/95

Item POS #: ______

Reorder Leadtime for this Item is: TBD

Consumer Requirements: Required for all Programs. Please answer all questions.

Quantity of Pack UPC's for this Item 115 #/Amt. Required

Are UPCs Required? ☒ Yes ☐ No

Is this Offer Limited? ☐ No Limit

If Yes: ☒ 1 Per Person ☐ 1 Per Household ☐ Other - Please Explain

Is Postage and Handling to be Paid by Consumer? ☐ No ☒ Yes $ ~~TBD~~ 4.75

Other Fulfillment Information: Required for all Programs.

Are other enclosures/messages to accompany the fulfillment item(s)? (i.e., Survey, Postage Paid Reply Card, Envelope)
☐ Yes (Describe requirements below) ☐ No

Are Thank You Cards to be Enclosed? ☐ No ☒ Yes. Use Cards with Brand ID

Anticipated Delivery Date of Materials: Date: ___/___/___

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Coupon Data: Complete if applicable. The Coupon Basic Data Sheet must be completed and must accompany this request.

Are Coupons Required as Part of Fulfillment Bounceback?

☒ No ☐ Yes If Yes: UPC# ______ Qty ______

Value ______ Est. Redemp. ___% Est. Resp. ___%

Source: https://www.industrydocuments.ucsf.edu/docs/lmnm0004

Fulfillment Information Form and P.O. Box Request

Date: 3/ 24/95

Program Name/Description: Merit June Dep

Fulfillment Item Information: Required for all Programs. Please answer all questions.

Fulfillment Item Description: Rubbermaid 1 Gallon Thermos

Total Number of Items Offered in this Program: 3

Estimated # of Consumer Orders: 7,810

Initial Qty, Ordered from Supplier: TBD

Anticipated Delivery Date of Fulfillment: 6/1/95

Item POS #: ______

Reorder Leadtime for this Item is: TBD

Consumer Requirements: Required for all Programs. Please answer all questions.

Quantity of Pack UPC's for this Item ______ #/Amt. Required

Are UPCs Required? ☒ Yes ☐ No

Is this Offer Limited? ☐ No Limit

If Yes: ☒ 1 Per Person ☐ 1 Per Household ☐ Other - Please Explain

Is Postage and Handling to be Paid by Consumer? ☐ No ☒ Yes $ ~~TBD~~ 4.45

Other Fulfillment Information: Required for all Programs.

Are other enclosures/messages to accompany the fulfillment item(s)? (i.e., Survey, Postage Paid Reply Card, Envelope)
☐ Yes (Describe requirements below) ☐ No

Are Thank You Cards to be Enclosed? ☐ No ☒ Yes. Use Cards with Brand ID

Anticipated Delivery Date of Materials: Date: ___/___/___

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Coupon Data: Complete if applicable. The Coupon Basic Data Sheet must be completed and must accompany this request.

Are Coupons Required as Part of Fulfillment Bounceback?

☒ No ☐ Yes If Yes: UPC# ______ Qty ______

Value ______ Est. Redemp. ____% Est. Resp. ____%

Source: https://www.industrydocuments.ucsf.edu/docs/lmnm0004

Fulfillment Information Form and
P.O. Box Request

Page 2
Date: 3 / 22 / 95

Program Name/Description: Major Fine Depart

Fulfillment Item Information: Required for all Programs. Please answer all questions.

Fulfillment Item Description: Rubbermaid 48 qt. cooler

Total Number of Items Offered in this Program: 3

Estimated # of Consumer Orders: 5042

Initial Qty, Ordered from Supplier: TBD

Anticipated Delivery Date of Fulfillment: 7 / 1 / 95

Item POS #: ____

Reorder Leadtime for this Item is: TBD

Consumer Requirements: Required for all Programs. Please answer all questions.

Quantity of Pack UPC's for this Item ____ #/Amt. Required

Are UPCs Required? ☒ Yes ____ ☐ No ____

Is this Offer Limited? ☐ No Limit
If Yes: ☒ 1 Per Person ☐ 1 Per Household ☐ Other - Please Explain

Is Postage and Handling to be Paid by Consumer? ☐ No ☒ Yes $ ~~TBD~~ 6.75

Other Fulfillment Information: Required for all Programs.

Are other enclosures/messages to accompany the fulfillment item(s)? (i.e., Survey, Postage Paid Reply Card, Envelope)
☐ Yes (Describe requirements below) ☐ No

Are Thank You Cards to be Enclosed? ☐ No ☒ Yes. Use Cards with Brand ID

Anticipated Delivery Date of Materials: Date: ___/___/___

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Coupon Data: Complete if applicable. The Coupon Basic Data Sheet must be completed and must accompany this request.

Are Coupons Required as Part of Fulfillment Bounceback?

☒ No ☐ Yes If Yes: UPC# ____ Qty ____

Value ____ Est. Redemp. ____% Est. Resp. ____%

Source: https://www.industrydocuments.ucsf.edu/docs/lmnm0004